

## INTISARI

Tujuan dari tugas akhir ini yaitu untuk mengetahui peranan seorang Guest Relation Officer tentang cara menangani tamu VIP di Yogyakarta Marriott Hotel. Penulis juga mendeskripsikan tentang profil Yogyakarta Marriott Hotel yang meliputi sejarah berdirinya, lapangan bisnisnya, visi dan misi, struktur organisasi, tipe kamar, juga fasilitas dan servis yang dimiliki hotel tersebut.

Metode yang digunakan penulis untuk mengumpulkan data yaitu dengan berperan langsung menjadi Guest Relation Officer selama periode magang yang berlangsung dari bulan Januari hingga April 2018 di Departemen Front Office. Selama periode magang tersebut penulis mengamati prosedur menangani tamu VIP yang dilakukan oleh staff. Kemudian penulis memaparkannya ke dalam Tugas Akhir ini. Untuk mendapatkan informasi yang akurat, penulis melakukan wawancara dengan staff yang menangani bidang tersebut dibagian Front Office. Adapun buku dan journal yang digunakan penulis untuk menunjang data-data yang diperlukan dalam penulisan Tugas Akhir ini.

Berdasarkan hasil observasi, studi kasus, dan studi pustaka yang penulis lakukan, peran seorang Guest Relation Officer dalam menanganani tamu VIP di Yogyakarta Marriott Hotel sesuai dengan SOP, yang meliputi peran sebelum tamu datang, ketika kedatangan tamu, tamu tinggal, dan ketika terhadap perusahaan dan membuatnya kembali lagi ke hotel.

**Kata kunci :Tamu VIP, Guest Relations Officer, Yogyakarta Marriott Hotel**

## **ABSTRACT**

This graduating paper aims to examine the role of Guest Relation Officer in handling VIP guests in handling VIP guests of Yogyakarta Marriott Hotel. The writer also describes the profile of Yogyakarta Marriott Hotel which covers the historical background of Marriott Hotel, the business fields of the company, vision and mission, organizational structure, room types, facilities and hotel services.

To collect the data of the research, the writer played role as Guest Relation Officer, in Yogyakarta Marriott Hotel during her internship from January to April 2018 in Front Office Department. While doing the internship, the writer observed the procedure in handling VIP guests. Then, the writer interpreted all the data gained. To gain accurate information, the writer did interview with the staff related to the topic in Front Office Department. Some books and journals were used by the writer as references to support the data in writing this paper.

Based on the results of observation, in the field study, and library study that the writer did, the roles of Guest Relation Officer in handling VIP guests in Yogyakarta Marriott Hotel are related with SOP, including in guest Pre-arrival, Arrival, In-house, and Departure. The roles are intended to create a good image of the company and keep the guests coming back to the hotel.

**Keywords: VIP Guests, Guest Relations Officer, Yogyakarta Marriott Hotel**